

ABSTRACT OF THE DISCLOSURE

An information presentation system is connected to a user terminal through a network to provide a program schedule to the user terminal. The program schedule represents an on-tour program that allows a user to access web sites during which a character explains about the web sites to the user. The information presentation system includes a tour history data storage component in which a tour history data item is stored, a character data storage component in which a character data item is stored, a screenplay data storage component in which a screenplay data item is stored, and a program schedule managing component adapted to supply to the user terminal the tour history data item, the character data item, and the screenplay data item forming the program schedule, in response to a request from the user terminal.

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